

Which bag is correct?



Save money, merchandise

Use good bagging methods

Mrs. Chapman spent nearly 20 minutes picking out a terrarium for her good friend Cindy. When she had been in the hospital last year, Cindy had visited nearly every day and looked after the kids for her. When the car broke down and Mr. Chapman had to take the wagon, Cindy turned out to be better than rent-a-driver.

It was only natural she would take time to make the right selection for Cindy now that she was hospitalized. Mrs. Chapman must have read 10 cards before finding the one which said what she meant.

With a feeling of doing just the right thing, she marched up to the checkouts and while handing over her Kresge charge card, saw the five-pound terrarium and greeting card go into the bag, through the bag and onto the floor in less than one second.

Kresge spends over \$8 million in bags each year, and as this story illustrates, their proper use is important to you. "How you package is our business — we want the right article in the right bag and the customer happy," says John Goudie, senior buyer.



Bagging is unnecessary for some bulky items like this one.



Double bagging unnecessary!

Keeping the customer happy and cutting costs means employing good bagging practices. Make the correct choice in bagging purchases, not only putting small articles in small bags, but also bagging items in the bag weight they need to get home safely.



Use the right size bag for the item in order to avoid waste.

"There's between 20 to 25 different kinds of bags in every store," Mr. Goudie continues, "and the proper training of baggers combined with alert check-out supervisors yield higher efficiency for our stores."

What are tips for good bagging? First, get a good

grip on both the article and the bag. Don't ignore the counter top for stability points out Chain Store Age, a top retailing magazine.

Use the right size bag, neither forcing merchandise in a small bag and ripping it nor throwing a 20 cent scratch pad in a 10x13 bag. Because customer satisfaction is important, bag an item such as a greeting card separately within a larger bag which may contain potting soil or auto supplies.

Make your bag choice once the size of the purchase is clear, not when the customer approaches. Bulky items can be sold in the original carton, with sales receipt taped on.

Any measures won't help, though, if there are no bags. "Keep a ten day to two week supply on hand at all times," Mr. Goudie emphasizes. "It will provide a buffer between your order and your delivery."

Cutting expense is the reason for using unprinted bags. "We save 10-15 percent this way," says Mr. Goudie. He explains that because K marts are free-standing, the customer usually shops only at that location and then goes home so that no advertising benefit would come from printed bags.

On the whole, "paper bag costs . . . have jumped from a conservative 15 percent to a whopping . . . 30 percent," states Chain Store Age in January '74.

It seems then that keeping Mrs. Chapman happy makes good business sense. The buyer's choice and the bagger's choice insure that Cindy receives her gift shipshape, and Mrs. Chapman receives the discounts that wise merchandising passes on. In this case, we're all helping to say, "Cindy, get well soon!"

4320 staffer hits it big with antique



Mary Henderson likes to "hit and miss" antique stores in her northern California community and recently she "hit" it!

"As soon as I saw it, I suspected that this was special," says Mrs. Henderson of the multi-colored primitive vase. "My husband bought it for \$2 and it's been appraised for \$500."

An antique collector for 15 years, the K mart 4320, Bellflower, Calif., checkout supervisor first took the vase to Cerritos College in California and then to Arizona State University in Tempe where anthropologists confirmed that a Hopi Indian woman, probably from an Arizona mesa, made the vase in the coil system. The type of work is called Hano Polychrom, and the vase is red, black and white.

"I'll probably set it on my TV," says Mrs. Henderson, "unless its value becomes greater with time. For now, the Indian artifact isn't enough to retire on!"

An employee for 1½ years, Mrs. Henderson adds that the vase is the most valuable "hit" of her antique collecting career.



Staffers at K mart 4146, Everett, Wash., practice on each other what they learn in First Aid classes sponsored by the store.

4146 staffers learn first aid

Bodies lying all over the floor, bandaged heads, legs in casts — is this the scene of a national disaster? No, it isn't a disaster, just a typical First Aid class in action at K mart 4146, Everett, Wash.

Nineteen store employees completed an eight hour course in Multi-Media Standard First Aid. Movies, practical experience and textbook study were included in the classes taught by staffers Lois Bento, Mike Cooper and Vernice Hulke, all certified teachers of First Aid.

Six of the nineteen employees received perfect scores and all passed the course and received Red Cross cards. According to revised laws of the Department of Labor and Industrial Health for the state of Washington, there must be someone with First Aid training on duty at all times. Supervisory personnel must have valid First Aid certificates. K mart 4146 now has someone certified in every department.

Board declares June dividend

On April 16, the Board of Directors unanimously declared a cash dividend payable June 12 on the outstanding shares of the company's \$1.00 par value common stock to holders of record at the close of business on May 17, in the amount of 5½¢ per share.